Source: https://www.industrydocuments.ucsf.edu/docs/sjnn0004

	Initials	Date
Prepared By		
Approved By		

Code	Market	Share	85's	100's Pack	TTS	Resort	Commuter Clock	Directional Clocks	Taxi Tops	2 Sheet Subway	2 Sheet Commuter	Conv. Store	
1A0	Portland, ME	4.3	4341.60				370.00						
1B0	Manchester	1.8	1781.20										
1C0	Boston	44.6	44584.65	16405.20			7739.00		8835.00				
1D0	West Mass	20.2	20201.37										
1E0	Rhode Island	8.9	8925.00										
1F0	Hartford	23.2	23219.14										
1G0	Albany	10.5	10486.38			5557.50							
1H0	New York	184.2	184165.58			2294.15	82430.00	10287.00	74970	56108.76*	50988.00*		x [illegible] not included
2A0	Philadelphia	87.7	87726.89	45373.00		[illegible]	6684.00				12788*		* incl. 5973 for 2-sheet platform
2B0	Scranton/Wilkes Barre	13.2	13217.50		[illegible]								
2C0	Balt.-Wash.	24.5	26457.99	26037.99		2681.98							
3K0	Miami	28.3	28332.46	28332.46							5974.00		
3L0	Orlando	6.2	6156.80	8048.16	[illegible]	[illegible]			36000			2102.00	
3M0	Tampa-St. Pete			41822.72		4010.72						4928.00	
350	Jacksonville			19046.34	2403.54							21848.00	
4G0	Chicago	89.1	89069.09	46390.40	279.00		18584.00	648			11487.00	10808.00	
4H0	Peoria	4.5	4526.72	3647.60	1374.50								
4I0	Quad Cities	4.7	4710.24										
4L0	Minnesota	65.6	65612.25		1722.50								
4M0	Dakota	3.3	3322.00		1326.50	3740							
5E0	Lake Charles/Monroe	1.9	1875.70	[illegible]									
5F0	New Orleans	3.1	3112.00	19784.30	593.50							904.00	
5H0	Corpus Christi	3.2	3182.10										
5I0	Dallas-Ft. Worth	24.1	24099	27137.50	1120								
5J0	Houston	21.4	21,933.50	24565.50	235								
5K0	Lubbock-Amarillo	4.4	4134.65	2416.50									
5L0	San Antonio	7.7	7682.75	11912.25	1301.25								
5M0	Oklahoma City	7.4	7258.88	5896.80									
5N0	Tulsa	4.8	4810.50	4207.50	326.70								
6A0	Des Moines	9.6	9639.50		967.50								
6C0	Wichita	6.0	5928.12		109								
6E0	Denver	10.5	10530.00	12664.90	364.50								
6F0	Utah-Idaho	1.9	1926.00*		535.50	472.50							
6G0	Big Sky				765.00	5350.00							
6K0	Alaska												
7B0	Albuquerque	4.2	4240.80	4240.80									
7C0	Phoenix Arizona	15.9	15930.28	21102.03									
7D0	Fresno	3.4	3402.00	4148.00		648							
7E0	Los Angeles	170.8	172804.70	172273.10									
7F0	Sacramento	8.4	8375.17	[illegible]									
7G0	San Diego	10.8	10794.[illegible]	[illegible]									
7H0	San Francisco	56.1	56063.46	[illegible]	570				11800.00		[illegible]35*		
			999.3	607.3	16.2	28.7	115.8	10.8	139.6	56.1	86.[illegible]	40.5	

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Marlboro Lights Expenditures – Outdoor

Feb – Dec, '84

	Initials	Date
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		1 mo. 85's	2 Yr. x 2	3 mo. Lts.	4 Yr. x 5	5 Mid Resort	6 Yr x 3	7 Lights Paint Eds	8 Reds Paint	9	10	11	12	13	
1	3AO	Atlanta	15.5	31.0	.27	13.5	1.4 (12 mos)	7.0		22.3					1
2	3HO	Orlando – Day Bd	6.2	12.4	.20	10.0	.6 (Mar–Aug)	1.8		4.5					2
3	5AO	San Antonio – Alamo	7.7	15.4	1.3	6.5			5.4						3
4	5HO	Dallas – Ft. Worth	24.1	48.2	1.1	5.5			14.8	69.1					4
5	4CO	Louisville – Evansville	15.0	30.00	.2	1.0			6.8	38.2					5
6	2A1	Philadelphia	87.7	175.4			2.7	13.5	1.9	49.5					6
7	1CO	Boston	44.6	89.2					12.3	42.7					7
8	5HO	New Orleans – BR	1.3	1.6	.6	3.0			7.6	19.9					8
9	3EO	Charlotte	6.6	13.2	.5	2.5			6.2	16.7					9
10	2CO	Balt – Wash	26.5	53.0			2.7	13.5	1.9	18.1					10
11	2JO	Cincinnati	8.7	17.4					4.4	13.7					11
12	7CO	Arizona	15.9	31.8						14.3					12
13	6AO	Dallas – Ft. Worth	9.6	19.2	1.0	5.0			2.0	6.0					13
14	3KO	Miami	28.3	56.6					6.4	17.7					14
15	2HO	Pittsburgh	20.2	40.4	1.1	5.5			6.8	23.5					15
16	1DO	New York	184.2	368.4			2.3	11.5	45.3	224.2					16
17	5CO	St. Louis	24.8	49.6	.7	3.5			6.7	20.3					17
18	3EO	Montgomery													18
19	2HO	Dayton	8.6	17.2					.8	4.2					19
20	3NO	Chattanooga								2.0					20
21	3FO	Columbia – Sc Carol			.1	.5				1.2					21
22	5BO	Jackson, Miss.			1.6	8.0				2.3					22
23	3BO	Portland – Salem – Ar								23.3					23
24	7DO	Fresno	3.4	6.8			1.6	3.0							24
25	3QO	Birmingham							1.3	4.7					25
26	5AO	Memphis	12.6	25.2	.5	2.5			6.4	14.8					26
27	5EO	Lake Charles – Mo	1.9	3.8											27
28	4AO	Ft Wayne – So Bd	5.9	11.8											28
29	1FO	Hartford – Middletown	23.2	46.4						14.7					29
30	2EO	Richmond	7.3	14.6	.1	.5			1.1	6.2					30
31	2DO	Sidewalks	11.3	22.6	.5	2.5									31
32	1GO	Albany – Schen – Troy	10.5	21.0			5.6	28.0	1.5	4.9					32
33	3DO	Greenville – Asheville	1.4	2.8	.3	1.5				22.5					33
34	6KO	Alaska													34
35	1HO	Buffalo	12.1	24.2					2.0	4.7					35
36	1AO	Portland, Me	4.3	8.6											36
37	5HO	Corpus Christi	3.2	6.4					1.5	4.6					37
38	5DO	Little Rock	4.1	8.2	.7	3.5									38
39	4FO	Flint – Saginaw – BC	12.0	24.0						2.3					39
40	3JO	Nashville							.28	10.1					40
41	2FO	Roanoke – Lynch.	2.6	5.2											41

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		1	2	3	4	5	6	7	8	9	10	11	12	13
		85's	X 2	T+S	X 5	Paint	X 5	Paint Tech	Reds					
1	340	Columbus-Valdosta	4.0	8.0	1.8	4.0			4.6					
2	100	Western Mass	20.2	40.4					4.5					
3	720	Hartford												
4	180	March-Burnl.	1.8	3.6										
5	260	Johnstown-Altoona	6.6	13.2	1.0	5.0								
6	310	Savannah					4	20						
7	720	Los Angeles	170.8	341.6					32.5		167.5			
8	460	Chicago	89.1	178.2	1.3	1.5			15.7		98.9			
9	740	San Francisco	56.1	112.2	1.4	2.0			8.3		76.7			
10	650	Denver	10.5	21.0	1.4	2.0					6.2			
11	420	Minnesota	65.6	131.2	1.1	5.5			6.2		29.1			
12	510	Houston-Galveston	21.4	42.8	1.2	1.0			6.7		17.0			
13	680	Pennsylvania	15.8	31.6	2.6	13.0			4.5		17.9			
14	610	Seattle	17.8	35.6	1.6	3.0			5.8		11.3			
15	750	Sacramento	8.4	16.8	1.8	4.0			2.7		5.8			
16	480	Indianapolis	27.1	54.2					5.0		9.6			
17	450	Milwaukee	30.2	60.4	1.2	6.0								
18	440	Peoria-Egfld-Decatur	4.5	9.0	1.4	7.00			1.0	9.4	24.4			
19	540	Oklahoma City	7.4	14.8							5.2			
20	640	Portland OR	5.5	11.0					2.9		9.2			
21	420	Detroit	35.4	70.8					3.0		30.8			
22	460	Grand Rapids-Kala	5.9	11.8	1.5	7.5	1.2	6.0			1.8			
23	200	Cleveland-Akron	12.0	24.0			1.1	1.1	4.1		34.1			
24														
25			1,249.4	2538.8	26.3	101.5	(Com July 19.6)	8.4	236.3					
26														
27														
28			1,396.3	2792.7	28.9	124.7	21.6	9.2		1220.8	1501.1			
29														
30					4.10%									
31														
32														
33														
34														
35														
36														
37														
38														
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